

1956

# Home Decorator

*and how-to-paint book*



A SERVICE OF YOUR SHERWIN-WILLIAMS DEALER

EMCO SUPPLY CO., INC.





*"I love Skyline  
Blue . . . it's so  
clear and soft."*

# What painting a room can do for YOU . . .



*"Camellia Pink's for  
me . . . it's such a  
happy color. Makes  
me feel good."*

We don't have to tell you . . . you know from experience. New color on your walls is like a new hat . . . or a new hair-do when you're feeling bored. It perks you up, gives you a whole new outlook about yourself as well as your home. And with paints so easy to apply these days, you can have new color on your walls . . . so quickly and inexpensively.

The thing is to choose exactly the right color to give the effect you want. And that's where you're in for a thrill . . . we can show you so many beauties!

Do you like cool colors or warm ones? Do you want your room to be quiet and restful or bubbling over with fun and sparkle? Whatever it is, you'll find the color that's very personally yours in our complete selection of the loveliest colors ever.



*"I like a room to  
bubble over with cheer  
. . . Sunlight Yellow  
does just that."*

## *See them all at a glance on our Cascade of Colors*

Very, very pale tints, delicate pastels, a wide range of in-between tones, deep greens, browns, blues, reds . . . they're all here, all beautiful.

They're arranged so you can see them all at once and lift out swatches of those you like. You can take them home to compare with your furnishings and make certain you have the perfect color for you.



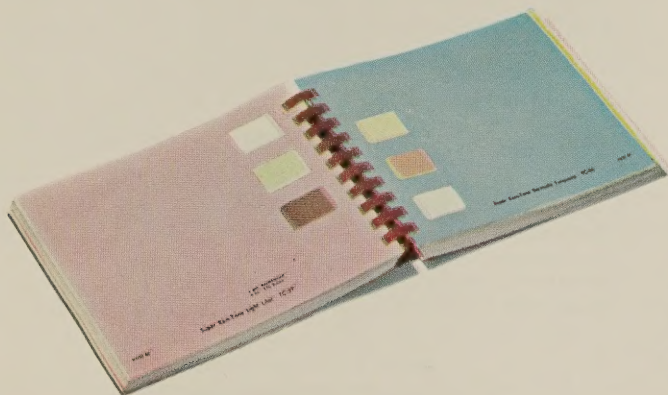
*"Starlite Gold is  
my color—it  
has such  
a rich look."*





## *Here's where good decorating starts*

In the average room, there are four large color areas that make up its harmony . . . walls, rug, furnishings and draperies. So, to make it easy for you to be sure of room harmony, Sherwin-Williams color experts have prepared this very complete book that shows four go-together colors on every page. It's so easy to use.



## *Here's how it works*

Next to the walls, your rug is the largest color area. Let's say yours is green. So, in our book, find a green similar to your rug. Through cut-out "windows" on that page you'll see three other colors that go with it. You can use any variations of these colors for walls, woodwork, furnishings and be sure of color harmony.

If that particular harmony is not just what you wanted, find another green and find a completely different harmony. In fact, you can find any number of color schemes to go with your furnishings. Do come in to see and borrow this wonderful book.

**CEILING**—Super Kem-Tone Princess Ivory  
**WALLS**—Super Kem-Tone Light Lilac  
**WOODWORK**—Kem-Glo Light Lilac  
**BOOKSHELF LINING**—Kem-Glo Spruce Green  
**FURNITURE**—Globe Parlor Furniture Co., Inc., High Point, N. C.  
**FLOOR COVERING**—Sanford Carpets, New York, N. Y.





# *Such lovely rooms with Super<sup>®</sup> Kem-Tone Colors*

What a wealth of beauty you can create with Super Kem-Tone colors! Look at these rooms, for example. Like the various rooms in your own home, each has a character all its own. Note how the different wall colors, all lovely, bring out the individuality of each room. Note, too, how the generous use of white . . . ceilings, woodwork, walls, furnishings . . . creates an airy feeling in each and serves to relate the rooms in a house to each other.

Such stunning effects are easy to duplicate in your home, with Super Kem-Tone, the latex wall paint. Even if you've never painted before, you'll get beautiful results. For Super Kem-Tone shows no brush or

lap marks, always dries to a smooth, rich finish that makes your walls look truly luxurious. And for woodwork, you can get the same lovely colors in Kem-Glo, the easy-to-use lustre enamel. Below we are giving you the complete painting and furniture specifications for the room pictured on this page.



**WALLS**—Super Kem-Tone Celeste Blue

**CEILING**—Super Kem-Tone Shasta White

**BEAMS**—Kem-Glo Celeste Blue

**LIVING ROOM FURNITURE**—Erwin-Lambeth Inc., Thomasville, N. C.

**DINING ROOM FURNITURE**—Drexel Furniture Co., Drexel, N. C.

**CARPETING**—Bigelow Rugs and Carpets, New York, N. Y.

**FLOOR LAMP & LIGHTING FIXTURE**—Lightolier Inc., Jersey City, N. J.







WALLS—Super Kem-Tone Suede Gray  
 CEILING—Super Kem-Tone Shasta White  
 SHELF LINING—Kem-Glo Apricot  
 FURNITURE—Broyhill Furniture Factories, Lenoir, N. C.  
 TELEVISION SET—RCA Victor, Camden, N. J.  
 VENETIAN BLIND—Hunter Douglas Corp., New York, N. Y.



WALLS—Super Kem-Tone Clifton Green  
 CEILING—Super Kem-Tone Green Tint  
 DOOR—Kem-Glo Stay White  
 WOODWORK—Kem-Glo Clifton Green  
 FURNITURE—Drexel Furniture Co., Drexel, N. C.



WALLS, CEILING . . . . . Super Kem-Tone Shasta White  
 DADO, WOODWORK, BEAMS . . . . . Kem-Glo Spruce Blue  
 FURNITURE . . . . . Empire Furniture Corp., Johnson City, Tenn.  
 FLOOR COVERING . . . . . Sanford Carpets, New York, N. Y.





WALLS—Super Kem-Tone Sunset Rose  
 CEILING—Super Kem-Tone Shasta White  
 WOODWORK—Kem-Glo Sunset Rose  
 FURNITURE—Lee L. Woodward Sons, Owosso, Mich.  
 FLOOR COVERING—Bigelow Rugs and Carpets, New York, N. Y.  
 Adjoining Room: WALLS—Super Kem-Tone Appleblossom  
 WOODWORK, SCREEN—Kem-Glo Appleblossom

WALLS, CEILING—Super Kem-Tone Golden Yellow  
 DOORS, WOODWORK—Kem-Glo Golden Yellow  
 FURNITURE—Calvin Furniture Co., Grand Rapids, Mich.  
 FLOOR COVERING—Armstrong Cork Co., Lancaster, Pa.  
 LIGHT FIXTURE—Lightolier, Inc., Jersey City, N. J.  
 FLEXALUM DRAW DRAPERY—Hunter Douglas Corp., New York, N. Y.

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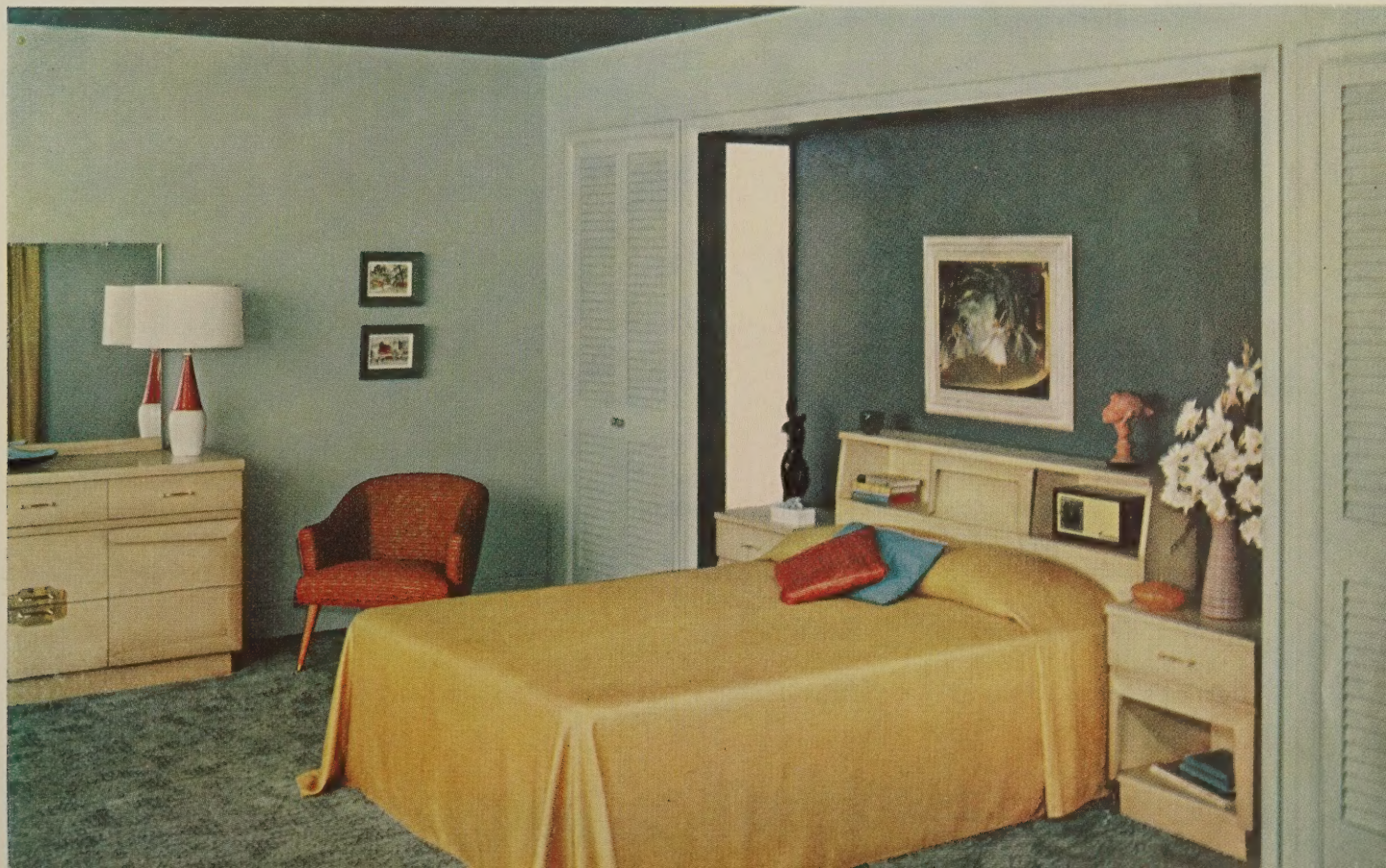
# Perhaps you like one-color decoration

You can achieve many different and dramatic effects by using variations of one color in a room . . . like the living room opposite with its gradation of deep to pale pinks . . . or the all gold dining room below it. At right, varying tones of mauve from pale to purple are rich against ivory walls, while below light and dark greens make a stunning bedroom. You can easily work out monochromatic themes in your home with Super Kem-Tone latex wall paint and Kem-Glo lustre enamel . . . they come in a complete range of matching colors.



**WALLS**—Super Kem-Tone Light Ivory  
**CEILING**—Super Kem-Tone Mauve  
**SHUTTERS**—Kem-Glo Mauve  
**WOODWORK**—Kem-Glo Light Ivory  
**FURNITURE**—Thomasville Chair Co., Thomasville, N. C.

**WALLS**—Super Kem-Tone Periwinkle  
**CEILING and ALCOVE**—Super Kem-Tone Pinehurst Green  
**SHUTTER DOORS, WOODWORK**—Kem-Glo Periwinkle  
**FURNITURE**—Lucas National Inc., Asheboro, N. C.  
**FLOOR COVERING**—Bigelow Rugs and Carpets, New York, N. Y.







**WALLS**—Super Kem-Tone Bermuda Turquoise  
**CEILING**—Super Kem-Tone Pastel Blue  
**FOLDING DOORS**—Kem-Glo Stay White and Bermuda Turquoise  
**WOODWORK**—Kem-Glo Stay White  
**FURNITURE**—Kent-Coffey Mfg. Co., Lenoir, N. C.  
**FLOOR COVERING**—Mohawk Carpet Mills, Inc., Amsterdam, N. Y.

## The flow of color makes for good balance

Good color balance achieves a serene, uncluttered effect. For example, the two bedrooms shown. The one above blends the walls with the rug, and brings the white trim from window to folding screen to accessories. In the other delicate pink comes down from the ceiling to bed in stunning contrast with the dark walls. The other two photographs show how a room can extend into the adjoining one by the flow of color, attaining a homey feeling of spaciousness.

With Super Kem-Tone, the latex wall paint, you can so easily create all these lovely effects . . . and many more, for there are so many colors to choose from. And whether you choose pastels or deep tones, you can be sure of a luxurious finish that's guaranteed washable. You can be sure, too, of a paint job you'll be proud of . . . for fast and easy Super Kem-Tone is perfect for "do-it-yourselfers." For your woodwork, you'll find Kem-Glo the easiest enamel in the world to apply.





**CEILING**—Super Kem-Tone Ripple Green  
**WALLS**—Dining Room, Super Kem-Tone Citron  
**WALLS**—Living Room, Super Kem-Tone Ripple Green  
**WOODWORK**—Dining Room, Kem-Glo Citron,  
 Living Room, Kem-Glo Ripple Green  
**FURNITURE**—Craddock Furniture Corporation, Evansville, Ind.  
**CARPET**—Mohawk Carpet Mills, Inc., Amsterdam, N.Y.



**CEILING**—Super Kem-Tone Appleblossom  
**WALLS**—Super Kem-Tone Midnight Green  
**WOODWORK**—Kem-Glo Appleblossom  
**FURNITURE**—Stanley Furniture Co., Inc., Stanleytown, Va.  
**VENETIAN BLIND**—Artcraft Venetian Blind Mfg. Co., St. Louis, Mo.



**CEILING**—  
 Super Kem-Tone Linden Green  
**WALLS**—  
 Plaster—Super Kem-Tone Ramona Green  
 Brick—Shasta White  
**FURNITURE**—  
 Upholstered—B & W Upholstering,  
 Inc., High Point, N. C.  
 Occasional—Universal Co.,  
 High Point, N. C.  
**TELEVISION SET**—  
 RCA Victor,  
 Camden, N. J.  
**FLOOR COVERING**—  
 Cork—Armstrong Cork Co.,  
 Lancaster, Pa.  
 Carpet—Mohawk Carpet Mills, Inc.  
 Amsterdam, N. Y.





**WALLS**—Super Kem-Tone Melodie Green  
**CEILING**—Super Kem-Tone Light Caprice  
**WOODWORK, DESK, GAME TABLE**—Kem-Glo Melodie Green  
**PEG-BOARD, DESK-TOP, STOOLS**—Kem-Glo Light Caprice  
**BEDROOM FURNITURE**—Thomasville Chair Co., Thomasville, N. C.  
**LAMPS**—Lightolier, Inc., Jersey City, N. J.

## *For the Children . . . a “hideaway” of their own*

A world of their own for the young . . . peace and quiet for their parents! That's reason enough for the room above, designed expressly for lively boys. Ceiling-high windows reflect warm light without glare from the sunlit ceiling throughout the room . . . directing ample light to the planned storage space which doubles as a work-bench and study desk. The adjustable lamps throw light where needed and add the bright note boys like. Cool green walls provide the right background for the rich, warm tones.

The room opposite adopts a younger theme. Red and white clowns cavorting on walls of Pink Mist could fill any kindergartner with dreams of the “big top” delights. Generous use of white, with blue for the ceiling and furniture, supplies contrast and an airy feeling of space. These effects are so easy to achieve with Super Kem-Tone, the latex wall paint, and Kem-Glo, the miracle lustre enamel . . . both are so amazingly durable and washable to defy the hard wear you can expect from children.



## Other Ages, Other Ideas

The delight of teen-age girls in their own "hideaway" is reward enough for creating this room. Blue walls, blending closely with the carpeting, bring out the charm of the French Provincial furniture. The play of the gold in the coverlets with printed flounces adds the desired warm note . . . while the pin-up panel on the closet door and the window-seat storage chest cater to the fads of teen-agers.

A complete departure from traditional "baby colors" . . . and a welcome relief . . . is the nursery below, with its cheery sunlit walls. However, pink is retained in the ceiling, repeated in Venetian blind, chest and bassinet, and finds its way to the floor in the deeper tones of the gay checked slipcover and practical tweed carpeting. All together, it provides a warm welcome for a tiny new citizen.

**WALLS**—Super Kem-Tone Wedgwood Blue

**CEILING**—Super Kem-Tone Princess Ivory

**WOODWORK**—Kem-Glo Wedgwood Blue

**FURNITURE**—Broyhill Furniture Factories, Lenoir, N. C.



**WALLS**—Super Kem-Tone Pink Mist

**CEILING**—Super Kem-Tone Skyline Blue

**WOODWORK**—Kem-Glo Pink Mist

**FURNITURE**—Kem-Glo Skyline Blue and Staywhite

**FURNITURE**—Lullabye Furniture Corp., Stevens Point, Wisc.

**FLOOR COVERING**—Armstrong Cork Co., Lancaster, Pa.



**WALLS**—Super Kem-Tone Light Caprice

**CEILING**—Super Kem-Tone Appleblossom

**WOODWORK**—Kem-Glo Light Caprice

**CHEST**—Kem-Glo Appleblossom

**FURNITURE**—Bylo Furniture Co., Statesville, N. C.

**FLOOR COVERING**—Bigelow Rugs and Carpets, New York, N.Y.



*Anyone can do it . . . there's no trick to painting with*

## SHERWIN-WILLIAMS SUPER KEM-TONE®

The Deluxe Washable Latex Wall Paint



It's the most widely-used wall paint in America. And that's simply because it goes on so easily right over previously painted surfaces . . . over wallpaper, plaster and wallboard, too . . . and gives such a gorgeous finish. With a brush you'll do a beautiful job. But to save time and

energy and get marvelous results, use the Kem Roller-Koater . . . it's twice as easy.

Another advantage . . . with Super Kem-Tone you can paint and use a room the same day. There's no long wait to put your furnishings back in place, for Super Kem-Tone dries in an hour. And when thoroughly dried, it's guaranteed washable . . . important when you need to wash off finger smudges or wash the entire wall.

And for "do-it-yourselfers" here's another wonderful feature. When the job is done, it's easy to clean up . . . just wash your brush, Roller-Koater and tray in soap and water in the kitchen sink. No need for turpentine or other paint thinner. Super Kem-Tone makes painting so easy, from start to finish.



### *Easy to Open and Close*

As easy to open as a jelly jar! Snap off the metal ring, lift up the lid . . . presto! your can is open. Tap down the lid, snap on the ring . . . it's closed and air-tight.

### *Super Kem-Tone Assures All These Advantages*

- No thinning . . . stir and apply
- Needs no primer or sealer—except for bare plaster
- A gallon does the walls of the average room
- Goes on smoothly, always dries evenly
- One coat covers most surfaces
- It's twice as fast with the Kem Roller-Koater®
- Dries in an hour, a "new room" in less than a day
- Even amateurs can get excellent results

### *Guaranteed Washable*

After Super Kem-Tone has dried for three to four weeks, it's guaranteed washable. Smudges, grease, dirt, even crayon marks wash off with ordinary household cleaners.

### *Where to Use Super Kem-Tone*

In living rooms, dining rooms, bedrooms, halls, play rooms . . . wherever you want a luxurious, flat finish that's rubber-tough. Super Kem-Tone goes on easily over wallpaper, plaster, wallboard, brick and previously painted surfaces. Over *new* plaster, apply a first coat of Wall Primer and Sealer.







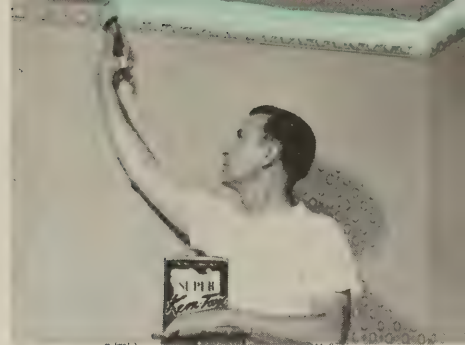
### Prepare the surface

Paste down loose wallpaper and dust with soft cloth. Gloss and semi-gloss surfaces should be washed with a strong solution of tri-sodium phosphate, or similar type paint cleaner. Rinse thoroughly, then sand. Sand new woodwork. Fill nail holes and cracks with Plastic Patch.



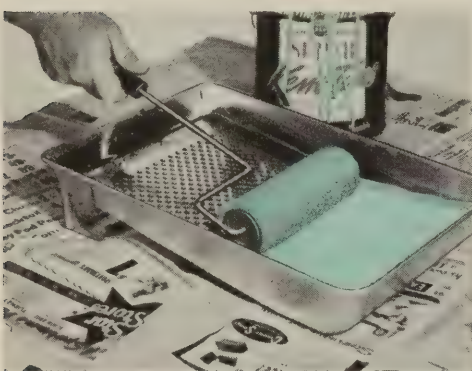
### Getting ready to paint

Move out all the furnishings you can. Cover up rug and remaining furniture to protect from spatters . . . you can get inexpensive dropcloths for this. Just before using paint, stir it thoroughly from bottom of can with a lifting motion.



### "Cut-in" at all corners

Corners are difficult to paint with a Roller-Koater. So, with your Kem Trim brush, paint a narrow strip . . . at corners of walls, along walls at ceiling, and round all woodwork. "Cut-in" one area, follow immediately with the Roller-Koater.



### Roller-Koater

Dip Roller-Koater into shallow end of the tray and roll it back and forth into the paint until the roller is uniformly covered. Gently shake excess paint back into the tray. If this is your first experience with a Roller-Koater, try a few practice rolls on a newspaper first.



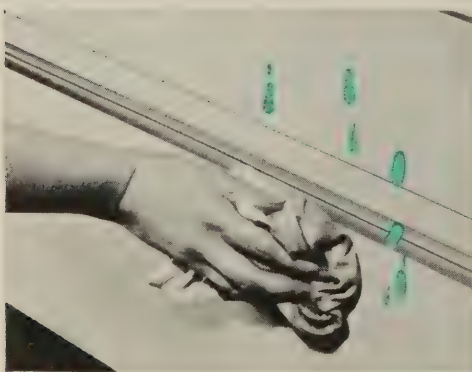
### Paint ceiling first

Start in corner, work the short way of the room, rolling forward, then back over the same strip. The first strip should overlap the "cut-in" edge. Roll a second strip, then a third, each slightly overlapping. Then, smooth the paint by cross-rolling lightly without refilling the Roller-Koater.



### Start walls in corner

Start near top, roll up, then down, overlapping the "cut-in" strip. Roll 3 or 4 strips—just as you did on the ceiling—then lightly cross-roll to spread the paint evenly. Finish one complete wall before stopping . . . you'll be surprised at how fast Super Kem-Tone goes on.



### Clean up spatters as you go

Super Kem-Tone dries rapidly, so the sooner you wipe off stray spatters, the easier. Keep a cloth dampened in water handy for this purpose. You'll be surprised at how little you spatter when you paint with a Kem Roller-Koater.



### Painting over bare plaster

Follow the same painting procedure as above, except . . . always make certain that new plaster is thoroughly dry. On bare plaster apply a first coat of Wall Primer and Sealer. Where wallpaper has been removed, wash off glue size and wallpaper paste with hot water. Rinse thoroughly, and allow surface to dry before painting.



### Quick clean-up

Wash Roller-Koater, brush and tray in kitchen sink. Use warm water and plenty of suds . . . soap or detergent . . . and wash thoroughly. Rinse in clear water and hang up to dry. Do this before Super Kem-Tone hardens in your painting tools. When dry, wrap in paper.



# It's easy to put "Patterns in Paint" on your Super Kem-Tone Walls!



*Just roll  
them on with  
Super Kem-Tone  
Applikay®*

For you people who prefer patterned walls, here's good news. Applikay is the easiest way in the world to have them. In fact, Applikay designs give your walls a new beauty such as no other method can achieve. They're really exquisite, as you'll agree when you see them in our store. And another thing! You can work out the designs in the exact colors you want, just as though custom-made for you.

Applikay is a fabulous new design paint. It bonds itself firmly to Super Kem-Tone, the latex wall paint, and when dry, both are washable. It's no trouble to do, for the amazing Applikay Design Roller does the work.

## CHOOSE FROM LOVELY APPLIKAY DESIGNS

Applikay *directional* designs are Birchbark, Ivy, Home-spun, Meadow Flower, Plume and Wheat. These are most effective when applied in panel effects which offer countless ways to achieve individuality in decoration. And, paneling is the easiest way to apply Applikay.

Applikay *non-directional* designs are Evening Star, Falling Feather, Fern, Jackstraw, Ming, Silken Fleece and Snowflake. These may be applied either in lovely over-all effects or in striking panelled effects.



**WALLS**—Super Kem-Tone Light Chartreuse and Miramar Green  
**DESIGN**—Applikay Meadow Flower in Moonmist White



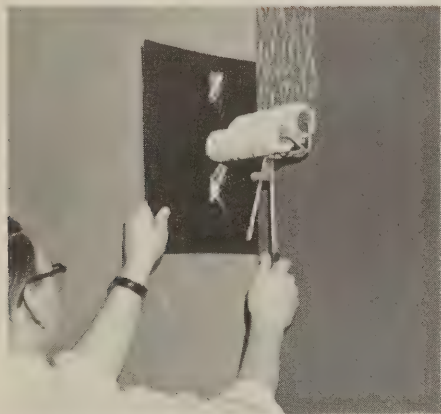
Applikay Fern Design in Moonmist White over Super Kem-Tone Bermuda Turquoise.



# It's so easy to do!

1. Give your walls a coat of Super Kem-Tone in the color you prefer. Let dry at least one hour but not more than three weeks.

2. Roll on Applikay in the design and color you choose. It's as easy as that!



## START IN LEFT CORNER

Start in a left corner at the top and roll down. Protect adjacent wall with cardboard as shown. Start next strip at top as close to the first as possible and roll down. So on across the wall.



## PROTECT THE CEILING

To keep the design off the ceiling, hold stiff cardboard between ceiling and roller, as illustrated.



## FINAL VERTICAL STRIP

For the final vertical strip on the wall, mask the area already done and roll your Applikay design *from the bottom up*.

Ask for our *APPLIKAY CUSTOMER SERVICE SHEET*

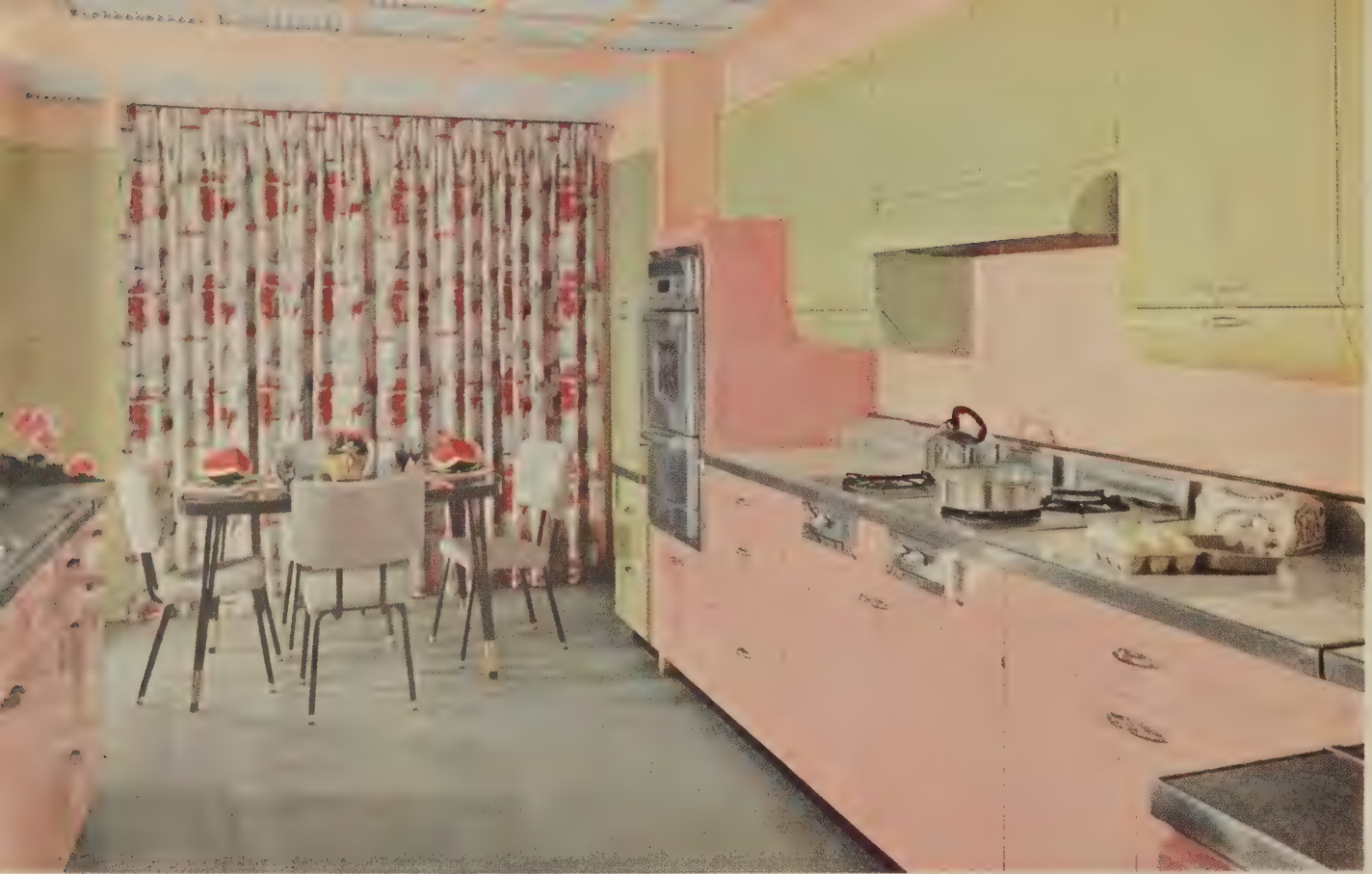


Applikay Plume Design in Moonmist White over Super Kem-Tone Flamingo.



Applikay Snowflake Design in Moonmist White over Super Kem-Tone Wedgwood Blue.





*Your kitchen . . . decorated for “living”  
with lovely new colors*

No doubt you've noticed the revival of the old American custom of “eating in the kitchen.” But how different modern kitchens are! Planned work space, with streamlined cupboards and appliances, saves effort. No doubt you've noticed, too, that more and more, cabinets are in color. And gorgeous colors in easy-to-clean Kem-Glo enamel make today's kitchens gay and friendly for work, family meals or snacks at any hour.

**CEILING, SIDEWALL—Kem-Glo Flesh Pink**  
**UPPER CABINETS, DINING NOOK WALLS—Kem-Glo Green Stone**  
**LOWER CABINETS, OVEN WALL—Kem-Glo Camellia Pink**  
**LYON KITCHEN—Lyon Metal Products, Inc., Aurora, Ill.**





## *You can be daring with color*

You needn't be conventional with "kitchen colors" . . . there's no such thing any more. Use the colors that make you happiest. Kem-Glo brings you a complete range in a beautiful finish that looks like baked enamel, washes as easily as your refrigerator. Pink, for example . . . here you see it in two decidedly different effects. Opposite, pale and deeper pink are teamed with Green Stone which flows from dining area across the cupboards to the utility room, with a fine sense of continuity. At right, two pinks with blue have a quieter look. The blue in the wall pattern, on snack bar and floor seems an extension of the sky, creating a welcome sense of space.



**WALLS**—Kem-Glo Flamingo  
**CABINETS**—Kem-Glo Peach Glo  
**REPUBLIC KITCHEN**—Republic Steel Kitchens, Canton, Ohio



**WALLS**—Kem-Glo Colony Blue  
**CABINETS**—Kem-Glo Stay White  
**REPUBLIC KITCHEN**—Republic Steel Kitchens, Canton, Ohio

## *Blue revival*

There's a swing to traditional blue-and-white . . . but with what a difference! Here you see it spiked with cheery yellow from work corner to social center. Note how the blue band above white cupboards repeats the striped motif of the floor so that the two areas flow together. You can do it too with Kem-Glo . . . it's the easiest enamel in the world to apply.



**CEILING—**  
Kem-Glo Stay White

**WALLS—**  
Kem-Glo Wedgwood Blue

**CABINETS—**  
S-W Oil Stain Maple (reduced), with Mar-not Gloss Varnish

**REPUBLIC KITCHEN—**  
Republic Steel Kitchens, Canton, Ohio



*Four smart kitchens*  
*... each with a different personality*



Four different styles, color-schemes and characters . . . each lovely in its own right! In two . . . the blue-and-green kitchen above and the all-pink one at right . . . natural wood cabinets stage a fashion comeback . . . note how they continue around each room for good balance, and how the warm wood tone is repeated in the wicker dining chairs above.

The cozy kitchen at left, in brilliant red-and-white, gains a larger look by bringing the white of the cabinets to the dining room floor. At top of the opposite page, the kitchen-laundry combination poses deep green and red against delicate pink for a sophisticated look.

**WOODWORK, CABINETS . . .** Kem-Glo Stay White  
**WALLS —** Kem-Glo Monterey Red  
**BRICK FLOOR—** Kem-Glo Stay White  
**OVERHANG—** S-W Oil Stain Dark Oak with Mar-not Varnish  
**REPUBLIC KITCHEN—** Republic Steel Kitchens, Canton, Ohio



### *...Utility rooms, too*

Of course you've noticed the growing trend of combining kitchens with utility rooms . . . it makes work so much easier. And, whatever combination your kitchen is, you can be sure of long-lasting beauty with Kem-Glo, the enamel that withstands cooking spatters and steam, and washes as easily as your refrigerator.



**WALLS**—Kem-Glo Flamingo  
**CABINETS**—S-W Oil Stain Platinum with Mar-not Satin Finish  
**CURTIS KITCHEN**—Curtis Companies, Inc., Clinton, Iowa

**WALLS**—Kem-Glo Shell Pink and Pinehurst Green  
**CABINETS**—Kem-Glo Stay White  
**REPUBLIC KITCHEN**—Republic Steel Kitchens, Canton, Ohio







## *Five ways to color-style your bathroom*



Look at these beauties . . . each so lovely, each so different! They give you an idea of the many, varied ways you can decorate your bathroom.

Compare the two on this page. The larger room above blithely harmonizes four colors . . . blue and red walls, with pink fixtures and yellow accessories distributed throughout the room for good color balance.

How different is the small room at left! This room features one wall color with a single dark accent lining the recessed cosmetic shelves . . . it makes a lovely background for the sleek blue fixtures.

A glance at the opposite page will show you still other ideas for color harmonies that are "different." All are easy to duplicate with Kem-Glo, the easy-to-clean enamel you can get in so many wonderful colors.

**WALLS**—Kem-Glo Golden Yellow  
**SHELF RECESS**—Kem-Glo Monterey Red  
**AMERICAN STANDARD BATHROOM**—American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.



### BATHROOM AT LEFT

#### WALLS—

Kem-Glo Cashmere Blue and Monterey Red

#### CABINETS—

Kem-Glo Stay White

#### AMERICAN STANDARD BATHROOM—

American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.

### BATHROOM AT RIGHT

#### WALLS—

Kem-Glo Camellia Pink and Monterey Red

#### AMERICAN STANDARD BATHROOM—

American Radiator & Standard Sanitary Corp., Pittsburgh, Pa.



WALLS—Kem-Glo Golden Yellow and Heather

CABINET—Kem-Glo Aster Pink

BEAUTY QUEEN BATHROOM—Toledo Desk and Fixture Corp., Maumee, Ohio



WALLS—Kem-Glo Wedgwood Blue and Peach Glo

CABINET—Kem-Glo Wedgwood Blue

BEAUTY QUEEN BATHROOM—Toledo Desk and Fixture Corp., Maumee, Ohio



You never dreamed enameling could be so easy . . .  
until you've tried **SHERWIN-WILLIAMS KEM-GLO®**



**America's favorite lustre enamel for all woodwork, kitchens and bathrooms, indoor and outdoor furniture.**

Once people have tried Kem-Glo, they want it for any enameling they plan to do. That's because Kem-Glo is so easy to use . . . actually the easiest enamel there is. It flows off the brush or Roller-Koater freely . . . shows no brush or lap marks. And it gives such a beautiful finish. Like baked enamel . . . smooth, hard, as easy to wash as your refrigerator. Another thing! Kem-Glo needs no undercoater . . . you save time. And it dries in only 3 to 4 hours so you can redecorate your room and use it the same day.

**Kem-Glo colors match Super Kem-Tone,  
the latex wall paint.**

That means you can follow the trend to have woodwork match walls in color . . . yet give it the rich, subdued lustre that's so luxurious. And you can work out wonderful harmonies for kitchens and bathrooms to go with the interesting modern floor coverings and colorful appliances. Come see our book of color schemes . . . and discover what fun it is.

**Kem-Glo can . . . easy  
to open and close**

Snap off the metal ring, lift up the lid . . . the can is open. Tap down the lid, snap on the ring . . . it's closed, air-tight.



- Ready to Use, stir and apply
- One coat covers most surfaces
- New plaster requires two coats
- Dries in 3 to 4 hours
- Covers wood, plaster, metal, wallboard, brick, previously painted surfaces.
- No primer or sealer required
- Needs no enamel undercoater
- Apply with brush or Kem Roller-Koater
- Looks and washes like baked enamel
- Boiling hot water won't mar its finish



## Equipment you'll need

Stir Kem-Glo thoroughly from bottom of can with a lifting motion. Mix enough to complete the job. However, if you see that you are running out, stop in a corner of the room; stir up a new can, add the remainder



### Get room and surfaces ready

Cover floors and furniture. With any good household cleaner, wash dirt, wax and grease from surface to be painted. Dull high-gloss surfaces by washing and sanding. Sand rough wood surfaces smooth and wipe. Fill cracks and nail-holes.



### Enameling walls

Start at the top, in a corner. With 2-inch brush, paint a strip in corners and around woodwork. Do a convenient area, and follow with the Kem Roller-Koater. Roll 3 or 4 overlapping strips as far down the wall as you can conveniently reach.



### Enameling woodwork

Use Kem Feather-Flo Trim Brush. Work with the grain of the wood, lengthwise of the boards. Lay on the enamel away from the edges and flow to them, to avoid dribbling and to get an even line. When 2 or 3 feet are painted, cross-brush lightly without refilling the brush, then level off lengthwise.

of the first can, mix the two together well, and resume painting. Use Kem Feather-Flo Trim Brush on woodwork, Kem Feather-Flo 4-inch brush or Kem Roller-Koater on walls.



### Do ceilings first

Start in a corner, work the short way of the room. With the Kem Roller-Koater, roll a strip as far as you can conveniently reach. Roll a second and third strip, each slightly over-lapping. Without refilling, cross-roll lightly.



### Cross-roll lightly

When you've finished 3 or 4 strips, cross-roll lightly without refilling the roller . . . always working from the unpainted area into the painted area. Then level off up and down.

### Enameling bare plaster

Follow the same procedure as above, except . . . make certain that new plaster is thoroughly dry. On old plaster where wallpaper has been removed, wash off all glue size and paste with warm water. Rinse thoroughly. Be sure surface is dry before painting. No primer or undercoater is required. Just apply two coats of Kem-Glo. Allow 24 hours' drying between coats. Sand first coat lightly before applying second.

### Wash tools immediately

Never let enamel harden in brushes or Roller-Koaters. Clean with Kem Paint Brush and Roller Cleaner (see page 42).

*Ask for our Customer Service Sheet  
when you buy your Kem-Glo.*



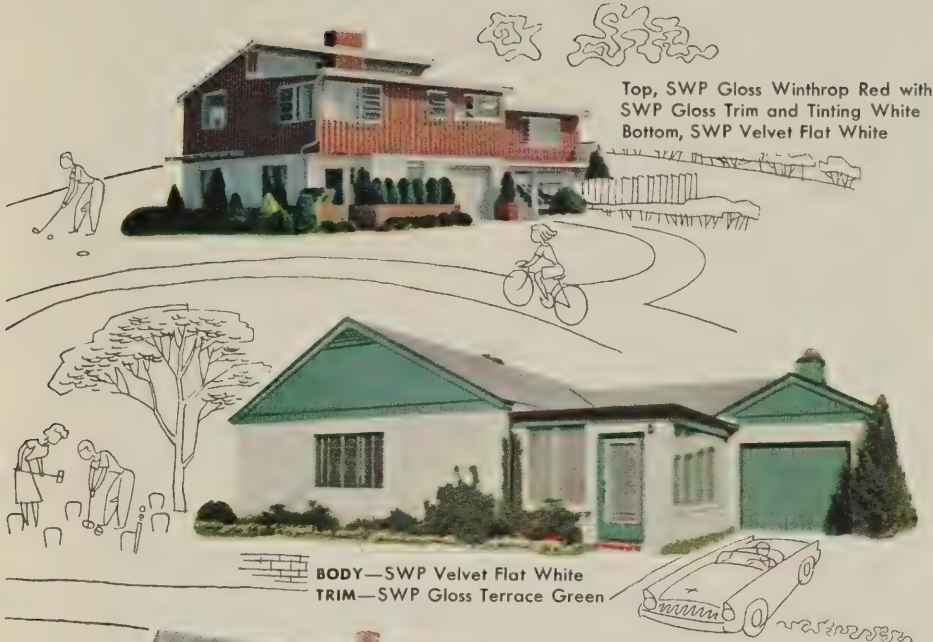


*Exciting News . . . for you who*  
**VASTLY IMPROVED SHERWIN-**  
**In Full Gloss**

*For wood, stucco, masonry, concrete,  
 shingles, shakes and asbestos siding*

Like all homeowners, you know Sherwin-Williams SWP House Paint has held the record for quality leadership for many, many years. Always searching for improvements, Sherwin-Williams chemists and colorists have come up with another important contribution to better home living and home beauty.





BODY—SWP Velvet Flat White  
SHUTTERS—SWP Gloss Terrace Green



BODY—SWP Gloss Solfast Red  
TRIM—SWP Gloss Trim and Tinting White

## *plan to paint your house this year!*

# WILLIAMS SWP® HOUSE PAINT

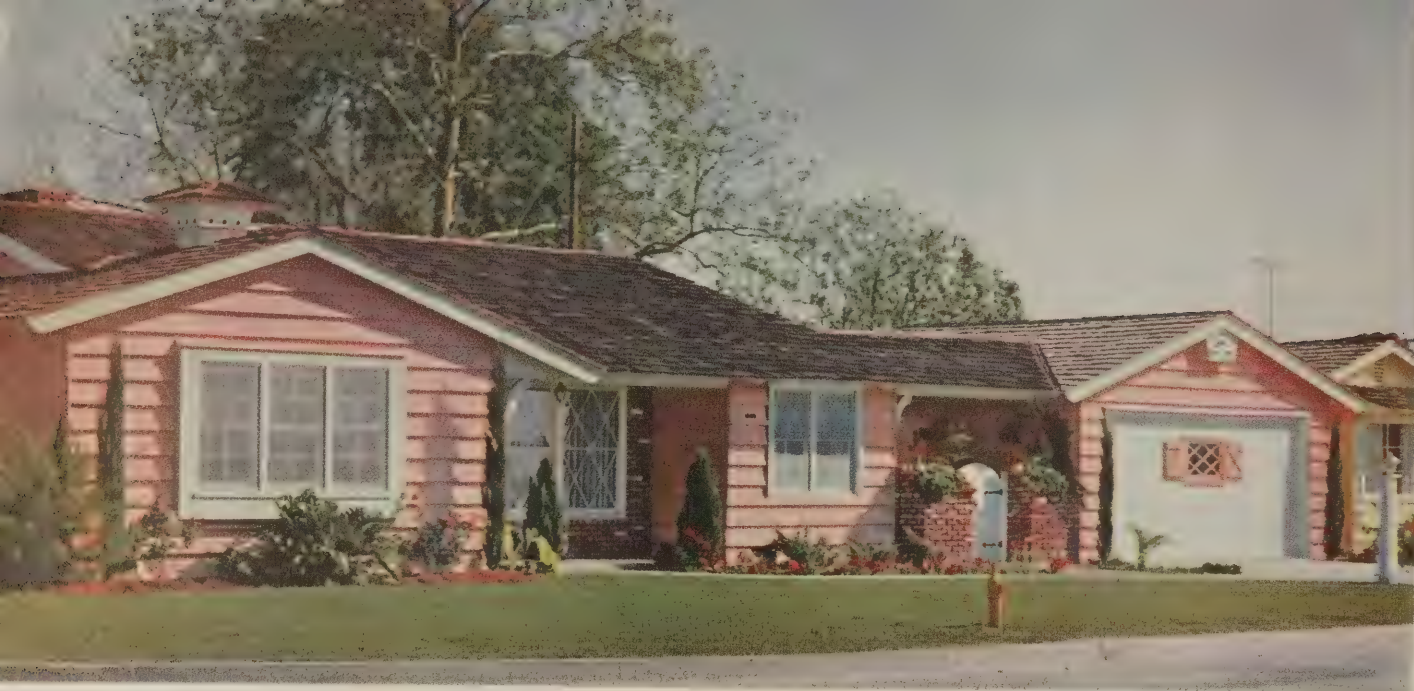
## and Velvet Flat

These experts . . . and we really mean experts . . . have developed a new, exclusive formula for exterior house paint. No other house paint comes even close to it . . . in brush-easy application, time-defying durability and wide range of beautiful colors and for all types of exterior surfaces from wood to masonry and asbestos siding. You'll be doing your house and your pocketbook a real favor when you use it. And you can use it with confidence, for more homes are painted with SWP House Paint than with any other brand.

Never before has so much colorful  
long-lasting beauty and protection  
been built into a house paint!

- Enduring beauty you've always wanted
- Durability heretofore unknown
- White that stays white
- 91 Exclusive fade-resisting colors
- Added years of surface protection
- Amazing ease of application
- Full-gloss or velvet-flat finish as preferred
- Highly economical because so long-lasting
- Perfected in the laboratories of the world's largest paint manufacturer





**BODY**—SWP Gloss Radiant Pink. **TRIM**—SWP Gloss Seminole Gray

## Choose from 91 Exclusive New House Paint Colors in New, Improved SWP® House Paint

You'll be utterly delighted with these new colors! There's such a complete range of them. Classic favorites like grays and greens, pale pastels, rich in-between colors, deep and bright tones . . . you'll find an infinite variety . . . all in keeping with the trend to color outdoors.

### The Right SWP House Paint for . . .

. . . every type of house—regardless of architecture or surface—wood siding and shingles, shakes, stucco, concrete, brick or asbestos siding. Order SWP in Full Gloss and Velvet Flat and be sure.

### SWP Whites to meet every atmospheric condition

Different atmospheric conditions cause different reactions in white house paint. So, SWP brings you a complete range of white house paints, each rigidly controlled to stay white under the conditions it was formulated to meet. They include: Gloss White No. 471, Flat White, One Coat White, Fume-Resistant White, Trim and Tinting White, No. 450 Exterior White Undercoater and No. 61 Exterior White Primer. In SWP House Paint in white or colors, you can get the right paint for every exterior surface of your home.



**BODY**—SWP Velvet Flat Java Brown  
**TRIM**—SWP Gloss Trim and Tinting White



### SWP White Undercoater and Primer

The different woods used in a house vary in porosity. To make all surfaces the same, apply a first coat of #450 White Undercoater to new or weatherbeaten wood siding, shingles and shakes. #450 Undercoater forms a perfect bond between the surface and the finish coat and assures an even gloss in the finish coat. Unpainted asbestos shingles, stucco and masonry surfaces should have a first coat of #61 Primer. This soaks into the pores, seals in the alkali and makes the finish coat easier to apply.

### SWP Gloss White #471

A true sparkling white with a rich gloss that adds long-lasting beauty to any house. Formulated to withstand all weather conditions, and to stay white. In industrial areas, use Fume-Resisting White.

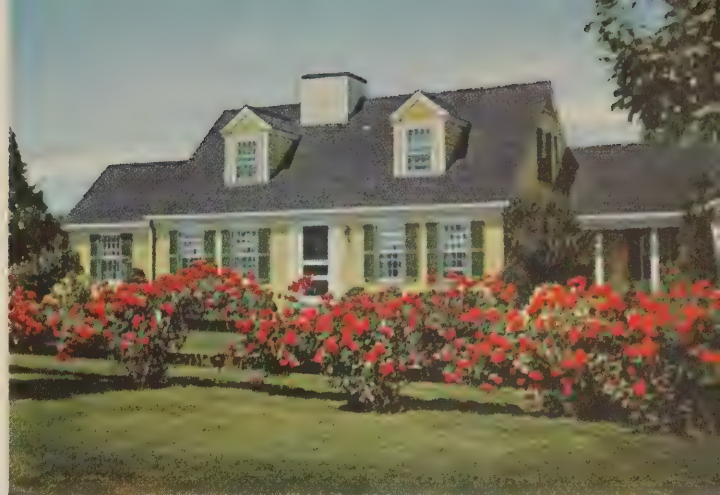
### SWP One Coat White

This is a heavily pigmented white paint that goes on easily, holds its whiteness and gives years of protection with just one coat. For those houses where the paint is in good condition, and needs only to be brightened—SWP One Coat White will give the surface a coat and a half—with the same labor and very little extra material cost. SWP #450 Undercoater is required when used on new or unpainted surfaces followed by One Coat White.

### SWP Trim and Tinting White

A house paint that eliminates streaking. If your house is brick or if the body is in color—with white trim—then use SWP Trim and Tinting White. It is a brilliant white that does not wash off. Can be tinted or blended with regular SWP color to produce special pastels.

**BODY**—SWP Gloss Ice Blue  
**TRIM**—SWP Gloss Trim and Tinting White



**BODY**—SWP Gloss Berkeley Yellow  
**TRIM**—SWP Gloss Trim and Tinting White



**BODY**—SWP Velvet Flat Redwood  
**TRIM**—SWP Gloss Trim and Tinting White



**BODY**—SWP Velvet Flat Jersey Cream  
**TRIM**—SWP Gloss Rock Green





# SWP<sup>®</sup> HOUSE PAINT...

The best quality possible in paint . . . that's what SWP House Paint has been from the very start. To keep it the leader for quality, Sherwin-Williams maintains a staff of highly trained technicians and chemists. Their job is to *keep on improving* SWP House Paint, in pace with modern scientific progress. That's why, when you buy SWP House Paint, you can be sure of the highest quality modern paint chemistry can produce.

## *Only highest quality ingredients used*

Raw materials for paint come from all over the world and may vary in quality. Sherwin-Williams buys and uses only those that meet the most rigid specifications.



## *Quality-Control during manufacture*

Each kind and color of paint is different . . . no two are alike. Each is made according to its own precise formula. Each is rigidly controlled and carefully checked step by step in the process.

## *Quality-Control after manufacturing*

As soon as the paint is manufactured, it is given 9 different tests at 3 different times . . . immediately after it is removed from the vat; 24 hours later, and again after 30 days. This makes sure that every gallon of SWP is the same, uniform high quality.

## *Laboratory tests for durability*

Right in the laboratory, Sherwin-Williams technicians test SWP House Paint to make sure it will meet SWP's rigid standards. This is done on the "Weather-Ometer," a machine that simulates, within a few hours, the effect of months of outdoor exposure.

## *Exposure tests for durability*

On testing stations in every section of the country, wood panels are painted with SWP House Paint and other brands, then exposed the year 'round to weather . . . sub-zero cold, burning heat, high humidity, rain, sleet, snow, salt spray, industrial fumes. They're checked regularly, and the findings reported to the laboratory to keep SWP the leader for durability.

## *Durability tests on actual homes*

On actual homes in all parts of the country, SWP House Paint and other brands are exposed to identical weather conditions, and checked at regular intervals, to make sure SWP House Paint gives the longest service.





# *the leader for quality for over 80 years*

## *SWP Whites stay white*

There are several SWP White Paints, each formulated to meet a certain atmospheric condition or do a special job. Each is tested and controlled to stay beautifully white and give complete surface protection under the conditions it was formulated to meet.

## *SWP Gloss White keeps itself clean*

You get no streaks with SWP, because its rate of chalking is controlled. "Chalking" is the powdery substance that rubs off all white paints. If it chalks too fast, it washes off; too slow, it collects dirt. SWP is controlled to keep itself clean, while it is protecting the surface.

## *SWP No. 473 Trim and Tinting White*

SWP No. 473 Trim and Tinting White is especially intended for producing pastel colors or for use as a white where resistance to chalk staining of adjacent surfaces (such as brick or stone) is desired. SWP No. 473 Trim and Tinting White may be blended with SWP colors except Solfast Red. It may be tinted with Kem Tinting Colors up to 4 oz. per gallon, except Green No. 404 and Orange No. 401. It may also be tinted with S-W First Quality Tinting Colors except Dragon Red, Rose Lake or Ultramarine Blue.

## *SWP Fume-resisting White*

Specially formulated to guard against excessive fumes in metropolitan areas where fumes discolor regular white paint . . . it stays white.

## *SWP Colors resist fading*

With SWP colors, you don't have to worry about greens fading into blue, reds turning brown and other color failures. SWP colors are controlled to resist fading and keep their sparkling good looks.

## *Control of mildew*

In humid climates where mildew fungus accumulates on home exteriors, add 2 to 4 ounces of S-W Mildew Resistant Additive to every gallon of SWP House Paint. This kills fungus, preventing unsightly mildew growth.

## *Now . . . easier brushing with SWP*

Today—painting your home is so much easier. SWP House Paint flows on as if the brush were lubricated. Actually, you can cover a given area with just  $\frac{1}{3}$  less effort. You save time and labor.





# First steps to the best possible finish on wood houses . . . with SWP® Gloss House Paint

## HOW MANY COATS?

This depends on the condition of the surface you are covering. Read the two different systems described, then check the entire surface of your house to determine which one you should use. We will be glad to help you check, without obligation to you.

**The 2-coat system** is recommended over new wood or previously painted surfaces where the paint film shows non-uniform weathering. It may be hard in some areas, soft in others, unusually dirty in still others, due to different exposures to the weather. In such cases, apply a coat of #450 Undercoater as it comes in the can, to uniform the surface. After at least 48 hours' drying, apply 1 coat of SWP House Paint as it comes in the can.

**The 1-coat system** is recommended only for previously painted surfaces over white or light shades where the paint film is in firm condition. Apply one coat of SWP One-coat White, a heavily pigmented white paint that brushes on easily and gives full protection in just one coat. Cannot be tinted.

## Covering Capacity

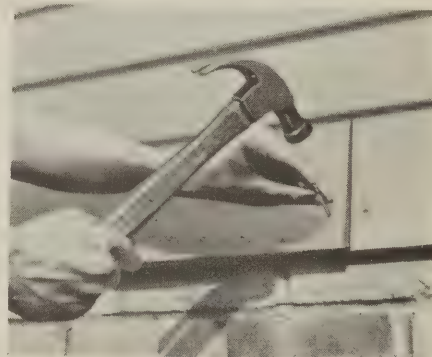
SWP Gloss House Paint covers 550 sq. ft. per gallon. SWP #450 Undercoater covers approximately 450 sq. ft. per gallon.

BODY—SWP Gloss Winthrop Red  
TRIM—SWP Gloss Trim and Tinting White



## Remove loose paint

With scraper or wire brush, scrape off flaking, blistered or chipped paint. Sand to smooth edges. Spot-prime bare spots with #450 Undercoater before applying the over-all coat of #450 Undercoater.



## Replace damaged wood

Clean out dirt and grass from boards close to the ground. Replace damaged boards. Prime the new boards with #450 Undercoater at once.

## The right time to paint

Best time is during a period of clear, dry weather when the humidity is low. Painting in the hot sun is bad for you and the paint. After a rain, give the surface time to dry before painting. Painting while it's foggy or late in the evening as dew falls is not conducive to a good paint job.

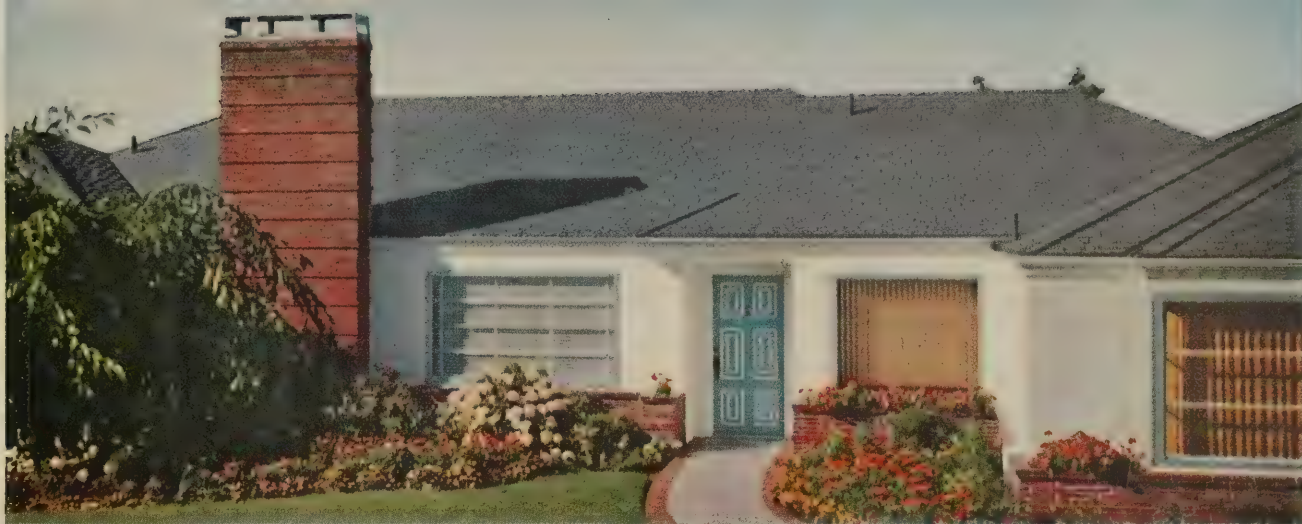
## It's easy if you do it this way

Plan your painting . . . you don't have to do the whole house at once. Paint a side at a time, when it's not in the sun. Begin at the top and paint across the side in convenient-to-reach strips. Window frames provide a stopping point while you paint the sash. Do shutters and screens in the basement.

## Play it safe this way

Make sure your ladder is strong and firm. The distance from the foot of the ladder to the wall should be about  $\frac{1}{4}$  to  $\frac{1}{3}$  the height of the ladder. If it rests on cement, use ladder shoes to prevent slipping. Hang your paint cans to the ladder. Cover walks, shrubbery and dormer roofs with drop cloths.



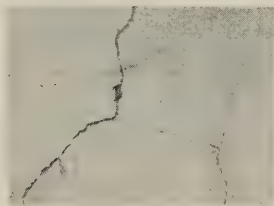


BODY—SWP Velvet Flat White. DOOR—SWP Gloss Virginia Green

*What you should know about painting*

## STUCCO, MASONRY, SHAKES or ASBESTOS SIDING

Painting stucco, masonry, shakes or asbestos siding is different from painting other exterior surfaces. These surfaces may range from a smooth, fairly tight surface to the rather porous concrete block. Therefore, surface preparation is very important. Ask for our booklet on preparing these surfaces for painting.



### **Fill Cracks**

Prime. Fill cracks in this manner: Mix some Exterior Cement Patching Plaster, such as Reardon's Patching Cement, with SWP Exterior Undercoater No. 450,

or finish coat to desired consistency for easy filling of cracks with a stiff brush, operated in a circular motion. Allow 24 hours to dry.



### **Concrete Blocks**

They are usually very rough; some have voids big enough to put your little finger in. Must be filled with grout mixture . . . 3 parts sharp sand, 1 part portland cement mixed with water to

a creamy consistency. Let dry 48 hours before painting.

### **WHAT TO USE**

#### **SWP Exterior Velvet Flat Paint**

SWP Exterior Velvet Flat Paint provides full protection for stucco, masonry, shakes and asbestos shingles. It's available in white and a complete range of colors that are decorator-styled, beautiful and weather-resistant. There are so many, you're sure to find exactly the color you want.

### **HOW MANY COATS?**

#### **Unpainted surfaces**

When the stucco, masonry surface or asbestos shingles have no cracks, are in firm condition and need no special treatment, apply a coat of SWP Primer No. 61, tinted with Kem Tinting Color as recommended on the label or color chip of the finish coat. Shakes and other wood surfaces should be primed with SWP Exterior Undercoater No. 450. Allow 48 hours to dry and apply SWP Flat House Paint as it comes in the can. Asbestos shingles must be exposed one year before they can be painted.

#### **Painted surfaces . . . in good condition**

On surfaces in good condition, apply SWP Exterior Undercoater No. 450 tinted with Kem Tinting Color as recommended on the label or color chip of the finish coat. Allow two to four days' drying before applying finish coat of SWP Exterior Velvet Flat Paint. One coat SWP Exterior Velvet Flat Paint may be sufficient for factory-primed shakes and wood shingles if they are painted within a year and the final color is similar to the priming coat.

#### **Painted surfaces . . . in poor condition**

Stucco, concrete, brick, cement block, asbestos shingles and other masonry surfaces may be in poor condition as a result of peeling or loose paint or unusually porous from the use of cement water paints. They should be sandblasted to remove old paint. Then proceed as for unpainted surfaces.

#### **Covering Capacity**

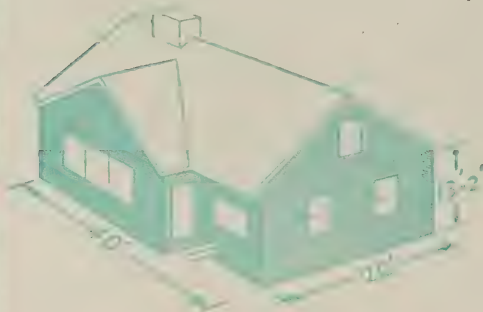
SWP Exterior Velvet Flat Paint covers 200 to 500 sq. ft. per gallon, one coat.



# How to apply

## THE EASY WAY TO FIGURE HOW MUCH PAINT YOU NEED

It's better to buy too much than too little . . . you can return unopened cans. The amount needed varies with the condition of the surface. To find out the amount usually needed, multiply the distance around the house by its average height . . . that gives you the square feet to be covered.



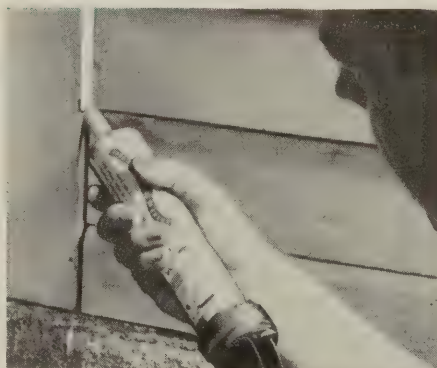
Example: Length 2 sides, 40' long . . . 80'  
 Width 2 sides, 20' wide . . . 40'  
 Total distance around  
 (perimeter) . . . . . 120'  
 Multiply by average  
 height, plus 2 feet . . . 15'  
 Total square feet . . . . . 1800'  
 Divide total sq. ft. by covering  
 capacity of SWP to secure number  
 of gallons required.

On these two pages, we illustrate the steps you should follow to make your painting go more smoothly, save you time and effort and assure a really good paint job. They apply for whatever type of surface you are painting . . . wood, stucco, masonry, asbestos shingles or shakes.



### 1. Re-Putty Window Sash

Remove loose or cracked putty. Spot prime wood in open rabbet with SWP Exterior Undercoater No. 450. Replace missing glaziers' points. When dry, re-putty with S-W Elastic Glazing Compound.



### 2. Caulk Joints and Cracks

Clean out old, loose caulking with a sharp tool or putty knife and spot-prime wood with SWP Exterior Undercoater No. 450. When dry, apply S-W Glaz Kalk with pressure gun or knife.



### 3. Gutters, Downspouts, Eaves

Remove old scaling paint with wire brush. Brighten rust spots with steel wool. Spot-prime, with SWP Exterior Undercoater No. 450. Paint insides of gutters and chimney flashings with Tinnex Red.



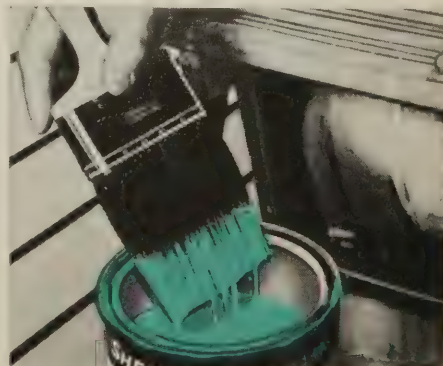
### 4. Getting the Paint Ready

Stir thoroughly from bottom of can with upward motion. If pigment has settled, pour the clear liquid into a clean container. Stir the remaining portion to a smooth, soft consistency; then stir the liquid in slowly.



### 5. Dust Surfaces

With your painter's duster, dust under clapboards, window sills, cracks, as you come to each area, to prevent dust from streaking the new paint. You can hose down your house, allowing 2 to 4 days for drying.

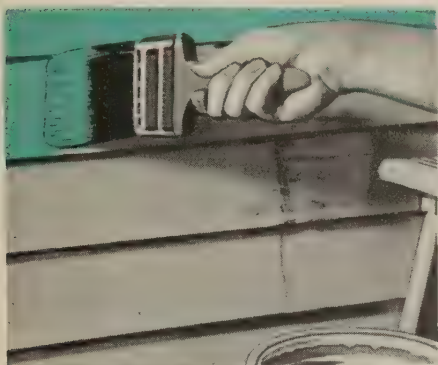


### 6. Loading the Brush

Dip brush into paint about  $\frac{1}{3}$  the bristle length. Tap off excess on inside of can . . . do not scrape over rim. You want plenty of paint in the brush to flow on freely.

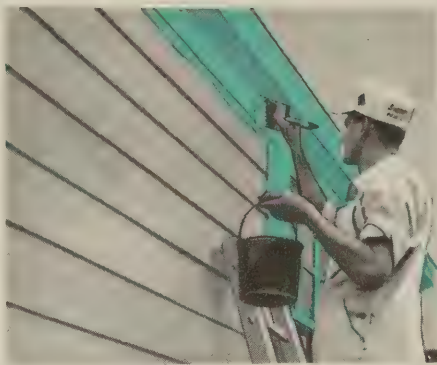


# SWP HOUSE PAINT...for best results



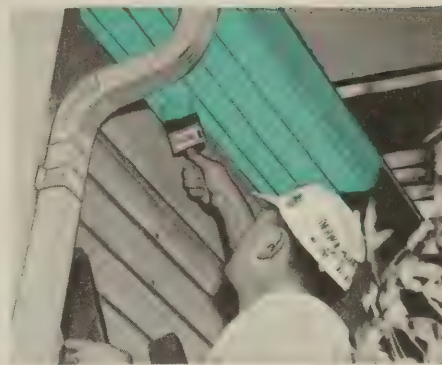
## 7. Applying the Paint

Hold brush by the handle above the ferrule (metal strip). Apply paint generously and blend with right and left strokes. Paint the underside of clapboards first. Level with long, sweeping strokes.



## 8. Start at the Top

Start painting at the peak, under the eaves, and work down. Paint in strips across the side, and finish a complete strip before stopping, to avoid lap marks. Paint the eaves as you go, to save time.



## 9. Begin at a Corner

When the peak is finished level with the roof line, start at a corner and work across in convenient-to-reach strips. Paint gutters, downspouts and trim as you come to them.



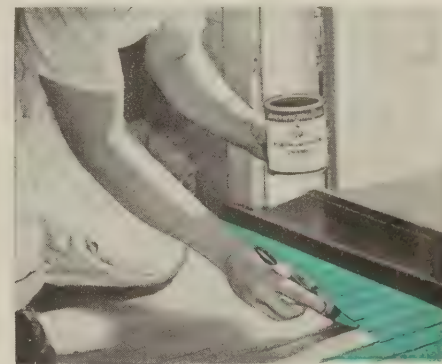
## 10. Painting Doors

*Paneled doors:* Paint first the mouldings, then the panels. Finish all panels, then paint crossrails from top to bottom, right and left stiles. *Flush doors:* Paint in strips from top to bottom. Edges are always last.



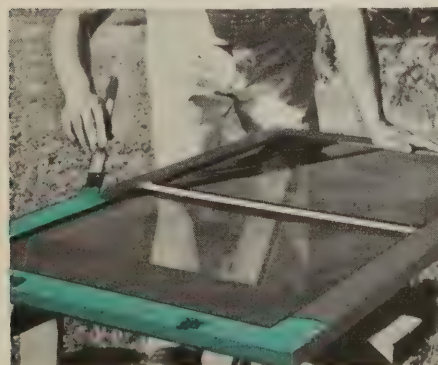
## 11. Painting Windows

With your 1 or 1½-inch sash brush, paint moulding and mullions (divisions between panes) first, then the crossrails and vertical stiles. With your 3-inch brush, paint casing and trim.



## 12. Porches and Steps

First remove loose or flaking paint. Use S-W Porch & Floor enamel in a color to harmonize with your house paint. Flow on, using a full brush, with a minimum of brushing.



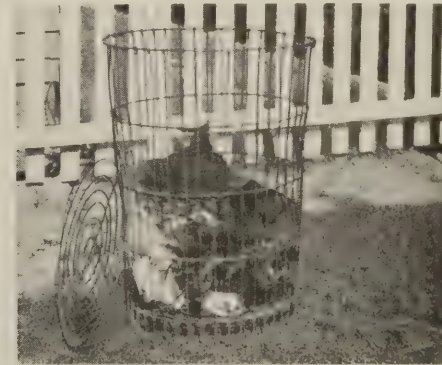
## 13. Shutters, Screens, Storm Sash

These are easier to paint when taken down and laid flat. Can be done in garage or cellar on days not suited to outside painting. It's smart to have them ready when needed.



## 14. Cleaning Your Brushes

For overnight storage, suspend your brushes up to the ferrule in turpentine, making sure bristles do not touch the bottom of the can. When job is finished, clean brushes in Kem Paint Brush and Roller Cleaner. (see page 42)



## 15. Play It Safe

Do not allow paint rags or paint-smear papers to accumulate. Burn or immerse in water at once. They can result in spontaneous combustion if not disposed of promptly.





3



1



2



4

1. So bright and gay! Wood Siding: SWP Gloss Solfast Red. Shutters and trim: SWP Gloss Trim and Tinting White.

2. A charming cottage! Stucco: SWP Velvet Flat in Pink Blossom; SWP Velvet Flat Java Brown for trim and door.

3. SWP Velvet Flat White with SWP Gloss Radiant Pink on shutters and doors is stunning on this stucco house.

4. SWP Velvet Flat Cornsilk Yellow blends richly with the SWP Velvet Flat Java Brown trim on this stucco house.

5. Shakes: SWP Velvet Flat in Piedmont Gray. Concrete blocks and trim: SWP Velvet Flat White. Door: SWP Gloss in Radiant Pink.

5





# Other *SHERWIN-WILLIAMS* Products for easy painting



## *SEMI-LUSTRE* half gloss finish

The durable, washable, economical finish for beautiful walls and woodwork. Dries to a lovely half gloss. Wide range of colors for every decorating need.



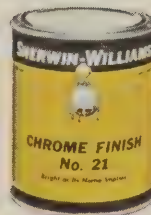
## *COMMONWEALTH PAINT* for barns, buildings

In Ranch Red and Ivy Green. Provides sparkling color and lasting protection for exterior surfaces where a quality paint at a moderate price is desired.



## *FLO-LAC* stain and varnish

So easy! In one coat, Flo-lac both stains and varnishes. Gives a rich, lustrous finish that's tough and durable for floors and furniture. Popular wood colors.



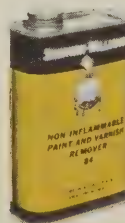
## *ALUMINUM CHROME FINISH*

An aluminum paint that looks like chrome. Very highest quality for all types of metal surfaces inside and out as well as for picture frames and so on.



## *Penetrating* *OIL STAINS*

For furniture, woodwork, paneling, interior and exterior wood. Colors for every style of decoration, from the new blonde to traditional. Highest quality, non-bleeding.



## *Non-inflammable* *PAINT & VARNISH REMOVER*

Softens paint, varnish, shellac, enamel and lacquer films, makes them easy to remove. Will not damage the surface or raise the grain, leaves no waxy residue. And it's safe!



## *SCREEN ENAMEL, black*

Durable, high-gloss enamel that withstands outside exposure, prevents unsightly rusting and corrosion of wire screens, assures longer life for window and door screens.



## *REXPAR, exterior varnish*

Weather-resistant! Ideal for exterior doors, porch ceilings, lawn furniture. Tough enough to give maximum wear on motor boats, station wagons, delivery trucks. Dries dust-free in 2 to 3 hours.





FLOOR—Porch and Floor Enamel Green. WALLS—SWP Gloss White #471  
WROUGHT IRON TABLES AND CHAIRS—Birmingham Ornamental Iron Co., Birmingham, Ala.

Rich, gleaming colors in . . .

## **SHERWIN-WILLIAMS** PORCH and FLOOR Enamel

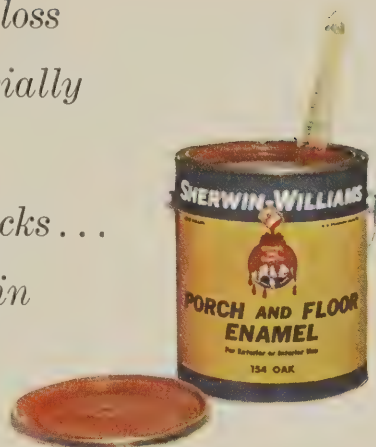
This Porch and Floor Enamel is made with a base of Sherwin-Williams highest quality outdoor varnish . . . the same varnish used on boats, station wagons and so on, where protection against the weather is so important. The color pigments are permanently "locked in", so that Porch and Floor Enamel keeps its deep, rich color without fading. It gives full protection against every kind of weather from burning sun to driving wind and snow . . . and its tough, flexible surface stays glossy even under the abrasive action of gritty sand, constant foot traffic and heavy scrubbing. Dirt and grime can't cling to its hard, smooth sur-

face, so it is easy to keep inside floors and steps bright and sparkling clean without hard scrubbing. Colors blend perfectly with any interior or exterior color scheme. Perfect inside and out on wood or cement floors, porches, steps, railings, decks, metal stairs, dadoses, and printed linoleum.

- easy to apply . . . dries overnight
- needs no undercoater except for concrete
- covers approximately 500 sq. ft. per gallon, one coat
- complete range of beautiful, modern colors



*A superior, hard gloss  
enamel made especially  
for use on porches,  
floors, steps and decks . . .  
both outdoors and in*



#### EASY TO APPLY

You can apply it easily with a brush . . . it flows on so freely. But for real ease—and speed—use a long-handled Roller-Koater . . . it makes hard-to-reach places easy.



#### RESISTS HARD WEAR

Porch & Floor Enamel has a hard, tough surface that stands up to hard wear . . . it takes lots of abuse from scuffing feet and gritty sand.



#### COLOR PERMANENCE

Only the finest color pigments are used in Porch & Floor Enamel, and they are permanently "locked in" to resist fading even under burning sun.



#### TOUGH, ELASTIC FILM

Porch & Floor Enamel has a sturdy, flexible film that expands and contracts with the weather. Therefore, it won't chip even on metal decks.



#### EASY TO KEEP CLEAN

Dirt, dust and grime can't cling to Porch & Floor Enamel because it dries to such a tight, smooth film . . . it's *easy* to wash.



# Greater Beauty and Years of Protection for your Floors, Woodwork, Wood Paneling and Furniture!

**SHERWIN-WILLIAMS**

## MAR-NOT\* *Clear Plastic Varnish*



This is one of the most beautiful and long-lasting finishes you can give wood. It's so clear that it reveals all the natural beauty of wood . . . every delicate line and subtle shading of the grain. Yet it is so tough that it will withstand extreme wear on all types of floors, resists scratches and nicks on furniture and woodwork, is not affected by stains from liquids and fruit juices . . . in fact, even boiling water and alcoholic drinks will not mar Mar-not's clear, hard finish.

\*Trade Mark

### WALLS—

S-W Oil Stain Maple  
with Mar-not  
Satin Finish

### CEILING—

Super Kem-Tone  
Shasta White

### WOOD PANELING—

United States Plywood  
Corporation  
New York, N. Y.





### Choice of two beautiful finishes

You can get Mar-not in a sparkling, high Gloss Finish that adds brilliance to any room . . . or a soft Satin Finish that gives the effect of mellow hand-rubbing. Both are durable, to last for years.

### Amazingly easy to apply

Simply brush Mar-not on, right from the can onto a previously varnished surface. Brush *with* the grain of the wood. Then, without refilling the brush, brush lightly *across* the grain and level off *with* the grain. It flows on smoothly, goes fast . . . and you'll immediately notice how it beautifies whatever wood you're working on.

- Dries to touch in 2½ hours to minimize dust catching.
- Dries overnight for re-coating.
- One coat covers previously varnished surfaces in firm condition but in need of brightening.
- Two coats are recommended over new wood, or wood from which the old finish has been removed. The second coat may be Satin Finish if desired.

### Covering Capacity

One gallon covers approximately 550 sq. ft., one coat.

#### "Furniture Finishing Facts"

Invaluable for any wood finishing . . . or refinishing . . . you plan to do. Gives complete, illustrated directions for sanding, bleaching, staining, filling. Tells you how to achieve the most popular finishes for furniture and woodwork. Only 25¢ in our store.



### Resists Scratching

. . . Mar-not's hard tough film doesn't scratch or nick easily. You needn't worry about unsightly "white" gouges.



### Resists Staining

. . . Fruit juices, alcoholic beverages, even boiling water don't stain . . . they can't penetrate Mar-not's hard surface.



### Resists Scuffing

. . . Mar-not dries to an amazingly hard film that won't scuff up even under extremely hard wear on floors.



### Clear, Hard Film

. . . Mar-not's hard, clear film does not change the natural color of wood. *Paneling: U.S. Plywood Corp., New York, N.Y.*





**CHEST**—Enameloid Flat Black  
**TRIM COLORS**—Enameloid Flame Red,  
 Jonquil Yellow  
**DOOR**—Enameloid Blue with Flame Red  
**CHAIR**—Enameloid Flame Red



**CHEST**—Enameloid Canton Jade  
**TRIM COLORS**—Enameloid Flame Red,  
 Jonquil Yellow, Black  
**CHAIR**—Enameloid Black with Flame Red



The sparkling, high-gloss enamel  
 that's so easy to apply!

**SHERWIN-WILLIAMS**

**ENAMELOID®**

provides brilliant beauty indoors and out

If, like so many people, you prefer an enamel with a full, high gloss, you'll love Enameloid. It really sparkles! It provides a brilliant, tile-smooth finish that makes kitchens and bathrooms brighter, gives woodwork and furniture gleaming new beauty, and turns shelves, window boxes and such into bright accents. It dries to an unbelievably hard, amazingly durable surface.

And the colors are wonderful! You'll find a true White, a rich Black and a wide range of colors from pastels to bright tones like Flame Red . . . all with a sparkle no other enamel gives. There's also a Flat Black Enameloid for metal grillwork and wood or metal furniture.

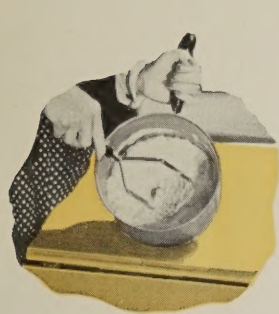


**WALLS**—Enameloid Flamingo  
 and Jonquil Yellow  
**CABINETS**—Enameloid White

**WALLS**—Super Kem-Tone  
 Camellia Pink  
**FURNITURE**—Enameloid White  
 with Pastel Blue and Rose  
 Mist Trim







### Amazingly durable

When properly applied to a properly prepared surface, Enameloid will not chip, crack or wrinkle, even under rough treatment.



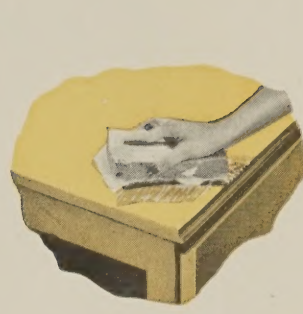
### Heat-resistant

Boiling water, hot cooking grease, hot dishes do not mar Enameloid's hard surface. It won't "soften" in the sun, clothing won't stick to it.



### Stain-resistant

Fruit juices, boiling water, alcoholic beverages, ink won't stain because they don't penetrate Enameloid's tile-smooth surface . . . they roll off.



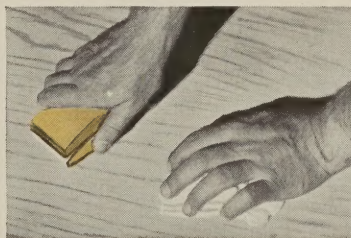
### So easy to wash

Because it is tile-smooth, Enameloid is easier to wash than most enamels. Crayon, grease, ink, soot come off with a very minimum of rubbing.

## WHERE TO USE ENAMELOID

Over wood, plaster, metal  
Kitchens, bathrooms, laundries  
Woodwork throughout the house  
Indoor or outdoor furniture  
Shelves, cabinets, built-ins  
Outside of laundry tubs  
Garden tools, lawn mowers, bicycles  
Trellises and flower boxes  
Hot water and heating pipes  
Picture frames, lamp bases  
Wood or metal stair rails

## Pointers on using **SHERWIN-WILLIAMS Enameloid**



### Preparing previously-finished surfaces

Thoroughly wash the surface to remove grease and dirt. Remove wax and polish with turpentine or S-W Exolvent. Dull high-gloss finishes by sanding. Wipe with a cloth dampened with turpentine or S-W Exolvent.



### Preparing new wood

Sand new wood smooth. Then apply an undercoat which should be a *mixture of equal parts* of S-W Flat-Rite Undercoater and Enameloid in the desired color. Let dry overnight, sand lightly, dust off and apply the finish coat of Enameloid.



### Apply Enameloid freely

Enameloid comes ready to use . . . do not thin. Stir from bottom of the can with upward motion. Use Kem Roller-Koater on walls and ceilings, brush on woodwork and furniture. Flow Enameloid on freely, and do not feather out. Always work from a dry area into the wet edges.



### Level off lightly

When you have finished 2 or 3 strips, cross-brush (or roll) lightly, then level off lengthwise. Do this without reloading brush or Roller-Koater. This uniforms the surface and helps prevent sagging or "curtains."



### Refinishing metal furniture, cabinets

First remove all rust spots with steel wool. Sand the edges of the old finish to smooth them out. Then, spot-prime with Enameloid or S-W Flat-Rite Undercoater. When dry, sand lightly, dust off, and apply an over-all coat of Enameloid.



### Enameling cupboards, shelves

Remove doors and hardware. Paint back wall, then shelves from top to bottom, then frame and doors. Doors are easier to paint when laid flat. Taxite will remove paint from hardware quickly and easily.



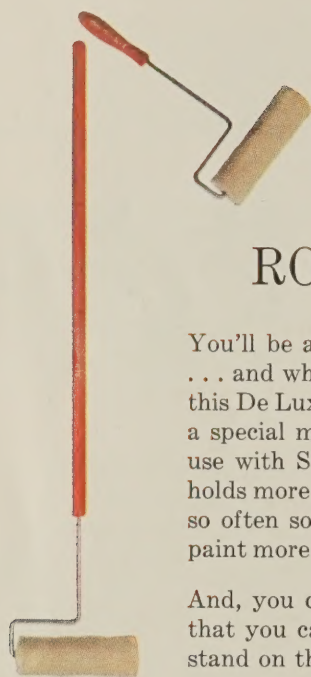


*Painting is twice as  
easy, twice as  
fast with the*

## KEM ROLLER-KOATER

You'll be amazed at how fast you can paint . . . and what a beautiful job you do . . . with this De Luxe Kem Roller-Koater. It's made of a special man-made Dynel fabric, created to use with Super Kem-Tone and Kem-Glo. It holds more paint . . . you don't have to load it so often so you save time. It distributes the paint more evenly . . . you get a smoother coat.

And, you can get a 36" extension handle, so that you can roll paint on ceilings while you stand on the floor.



*For a beautiful  
high gloss on linoleum  
and all wood surfaces!*

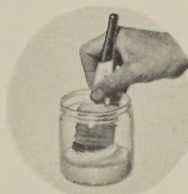
## LIN-X<sup>®</sup> Clear Gloss Varnish for interior and exterior use

Indoors and out . . . wherever you want a clear, high gloss, Lin-X provides an economical finish that is both beautiful and durable. It's light in color, dries to a clear, hard film that doesn't peel, chip or crack, that resists alcohol, fruit acids, hot grease and boiling water. That's why it's so practical for floors, porch ceilings, wood paneling, doors, windows, furniture and *printed* linoleum.

It's easy to clean up with . . .

## KEM PAINT BRUSH AND ROLLER CLEANER

As a matter of fact, this new Cleaner makes cleaning brushes and rollers used for oil base paints a breeze. In a matter of minutes they're clean, soft and ready for another paint or color. It works like magic on brushes and rollers used for Kem-Glo, Semi-Lustre, Enameloid, SWP House Paint, varnish and all oil-base paints.



1. Pour 4 ounces of Kem Paint Brush and Roller Cleaner into a clean container and work it well up into the heel of the brush.



2. Shake out brush and wash under a stream of cool water. That's all you do!





## *Let us help you make your painting easier!*

*To start with . . .* we're your local Sherwin-Williams Dealer. We've been in the paint business a long time, and when you're ready to redecorate we'll be glad to help!

First of all we'd like to show you our wonderful book of color harmonies. We'll lend it to you to take home, if you like, so that you can compare the colors with your furnishings and make sure you select the right new colors for your walls and woodwork, to go with the furnishings in your room.

And of course you can see all the gorgeous Super Kem-Tone and Kem-Glo colors at a glance on our Cascade of Colors. It's helpful, too, to pull out the chips . . . they're six square inches in size . . . and compare the subtle shadings of color. That makes it easier to decide which particular shade is best for you. You may have as many chips as you like to take home . . . they're nice to have when you shop for furnishings.

*"Call Mrs. Jones.  
She wants a contractor  
to estimate on  
painting her house."*

When it comes to your paint . . . we carry all the Sherwin-Williams paints this Home Decorator talks about, plus many more. In fact, we can provide the right paint for every surface of your home, indoors and out. And in more colors than ever! Even for the outside of your home, we can show you almost as many colors as for the inside.

Then, there are painting tools and equipment to consider. We have a complete selection of everything you'll need, and will be glad to advise you on the types that will do the best job for any painting you plan.

If you prefer, we will recommend a painting contractor you can depend on to do a fine job.





SHERWIN-WILLIAMS



# Household Painting Guide

FOR PAINTING, VARNISHING, STAINING AND ENAMELING

SURFACE TO BE PAINTED	TO PAINT	TO VARNISH	TO STAIN	TO ENAMEL
Barns, Silos, Outbuildings	SWP Gloss Commonwealth Paint Farm & Ranch White R & B Utility Paint		Shingle Stain SWP Gloss (Reduced according to directions)	
Wood or Metal				
Ceilings—Interior	Super Kem-Tone Flat-Tone Kem-Tone Semi-Lustre	Mar-not (wood only)	Oil Stain (wood only) Flo-Lac (wood only)	Kem-Glo (soft gloss) Enameloid (high gloss) Flat-Tone (low gloss)
Exterior	SWP Gloss or Velvet Flat	Rexpar	Oil Stain	Enameloid (high gloss)
Doors—Interior	Semi-Lustre Flat-Tone	Mar-not Gloss or Satin	Oil Stain	Kem-Glo Enameloid
Exterior	SWP Gloss or Velvet Flat	Rexpar	Oil Stain	Enameloid Kem-Glo
Fences—Wood and Metal	SWP Gloss or Velvet Flat R & B Utility Paint Farm & Ranch White		Shingle Stain (wood only)	Enameloid
Floors—Concrete	Porch & Floor Enamel (Prime unpainted floors with Concrete Floor Primer)			Porch & Floor Enamel (Prime unpainted floors with Concrete Floor Primer)
Wood	Porch & Floor Enamel	Mar-not Gloss or Satin	Oil Stain	Porch & Floor Enamel
Furniture—Interior	Semi-Lustre	Mar-not Gloss or Satin	Oil Stain	Enameloid (high gloss) Kem-Glo (soft gloss)
Exterior		Rexpar	Oil Stain	Kem-Glo Enameloid
Houses—Garages				
Wood Siding & Shakes Prime	SWP Exterior Undercoater No. 450			
Finish	SWP Gloss or Velvet Flat	Rexpar	Shingle Stain	
Stucco, Brick, Masonry & Asbestos Shingles				
Prime Unpainted	SWP Primer No. 61			
Prime Repaint	SWP Exterior Undercoater No. 450			
Finish	SWP Velvet Flat			
Implements, Tools, Trailers, Wagons, etc.	Tractor & Implement Enamel	Rexpar		Tractor & Implement Enamel
Linoleum—Printed (Not recommended for inlaid linoleum)		Lin-X Clear Gloss Mar-not		Porch & Floor Enamel
Radiators, Pipes, etc.	Semi-Lustre Aluminum Paint Flat-Tone			Kem-Glo Enameloid Flat-Tone
Roofs—Wood Shingle			Shingle Stain SWP Gloss (Reduced according to directions)	
Metal	R & B Utility Paint Commonwealth Paint Metalastic Asphalt Alum. Paint No. 40			
Screens—Galvanized & Black Iron				Screen Enamel, Black
Copper, Brass & Aluminum	Aluminum Spar Enamel No. 29	Rexpar		
Walls—Interior	Super Kem-Tone Flat-Tone Kem-Tone Semi-Lustre			Kem-Glo (soft gloss) Enameloid (high gloss) Flat-Tone (low gloss)
Wallpaper	Super Kem-Tone Kem-Tone			
Wood	Semi-Lustre Flat-Tone	Mar-not Gloss or Satin	Oil Stain Flo-Lac	Kem-Glo Enameloid Flat-Tone
Basement	Super Kem-Tone Flat-Tone Aluminum Paint			Kem-Glo Enameloid Flat-Tone Porch & Floor Enamel
Woodwork—Interior	Semi-Lustre Flat-Tone	Mar-not Gloss or Satin	Oil Stain	Kem-Glo Enameloid Flat-Tone